

NCCC 66th Annual Convention

DATE: Saturday, August 16, 2025
LOCATION: Lake Delton, Wisconsin, US

Event Description

NCCC 66th Annual Convention is a premier expos event in Lake Delton. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 55/100

Expected Attendance: 1,703 people

Event ID: 6smpCwEcbTacCS7p4S

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 681 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.